Author Index

DISSERTATIONS

Baker, Sherry 1
Bhuiyan, Serajul L. 2
Black, David 3
Braden, Michael L. 4
Brown, Michael 5
Bumstead, Pam 6
Craig, Richard Deran 7
Englehardt, Elaine 8
Evans, DeAnn 9
Fullerton, Hugh 10
Gates, Paul Henry Jr. 11
Gilbert, Kathryn 12
Golike, Susan 13
Greer, Jennifer 14
Johnson, Michelle 15
Johnstone, William 16
In-Sook, Kim 17
Kim, Tae-Yong 18
Kohl, Paul 19
Langton, Loup 20
Leonhirth, William J. 21
Michels, Tara 22
Mansfield-Richardson, Virginia 23
Neff, Marly L. 24
Owen, Anne 25
Paxton, Mark 26
Plowman, Kenneth 27
Riechert, Bonnie Parnell 28
Risley, J. Ford 29
Roark, Virginia 30
Rodman, Gilbert 31
Ross, Susan Elizabeth Dente 32
Russell, Dennis 33
Simmons, Brian K. 34
Stebbins, Chad 35
Sumpter, Randall 36
Sweeney, Michael 37
Thornton, Brian 38
Vasconcellos, Jose Neitor 39
Ward, Douglas 40
Warren, Catherine Annette 41
Wasser, Frederick Anthony 42
Wok, Saodah 43
Young, Leslie 44
Yu, Xuejun 45

THESES

Adams, Megan 46
Ahn, Woo-Hyung 47
Airhart, Janice 48
Amankwah, John 49
Anantachart, Saravudh 50
Andrews, Alison P. 51
Archibald, Avril 52
Arrowsmith, Kevin 53
Bader, Jerome G. 54
Bahoravitch, Tori M. 55
Bajklewicz, Timothy 56
Bantimaroudis, Philemon 57
Bard, Dario 58
Barrett, Julia 59
Batarfi, Knaled 60
Bennett, Rebecca 61
Benson, Krista 62
Berman, Stephen 63
Bevins-Kernan, Anita 64
Biggar, Brian 65
Blissert, Julie 66
Bodensteiner, Carol Ann 67
Bondy-Cusinato, Kelly 68
Boron, Linda 69
Boudin, Jennifer 70
Braund, Jeffrey R. 71
Brewer, Eric 72
Brown, Robert 73
Buechel, Nora 74
Bui, Katherine 75
Camargos, Ana Paula 76
Capello, Cindy 77
Carr, Ana Ramirez 78
Carroll, Scott 79
Chamberlain, Arthur 80
Chamberlin, Rebecca 81
Chang, Bo-Cheol 82
Chen, Chen-Su 83
Chen, Yun-Ru 84
Chou, Ruoh-Pu 85
Christensen, Francoise 86
Chud, Adam M. 87

Ci, Cunhyeong 88
Clevenger, Stephen 89
Coleman, Toni-Marie 90
Cone, Stacy 91
Cooper, Leah 92
Daley, Laverne 93
Davis, Stacy M. 94
DiGiorgio, Peter 95
Dionne, Kristie S. 96
Dolan, Rachel 97
Downey, Staci Louise 98
Erickson, Luke 99
Flacheck, Kerry 100
Fan, Chiayl 101
Fan, Zhen 102
Fargo, Anitony L. 103
Felthous, Janice 104
Ferguson, Isabel B. 105
Filer, Kirk C. 106
Fishman, Jessica M. 107
Foster, Derek 108
Francis, Gregory 109
Frazer, Karen D. 110
Gauthier, Bernard 111
Gillette, Renee M.G. 112
Glidden, Michele 113
Gordon, Ken 114
Gotthoffer, Alyse 115
Green, Charles 116
Greenberg, Jane 117
Grieves, Kevin 118
Gu, Yazhong 119
Guardia, Maria 120
Hall, Alice E. 121
Hall, Megan 122
Hamilton, Sheryl N. 123
Hanson, Matthew 124
Hardin, Robin 125
Harper, James 126
Harris, Gloria 127
Hart, Robert 128
Hawker, Malcolm 129
Haynes, Leonard 130
He, Min 131
Henderson, Arvin 132
Her, Ing-wei 133
Hernandez, Kim 134
Hoefges, R. Michael 135
Holcombe, Stephanie 136
Hosking, Jennefer 137
Housewerth, Jan 138
Howe, Dorothea 139
Hu, Weihua 140
Huang, Pao-yu 141
Huckins, Kyle 142
Ingram-Berg, Elizabeth 143
Jacobson, Miriam 144
Jarvis, Elena 145
Jellinek, Andrea 146
Jennings, Karla 147
Jimes, Cynthia 148
Johnson, Carrie 149
Johnson, George 150
Jones, Gary 151
Jones-Flippens, Deborah 152
Joo, Bin 153
Kane, Elleen 154
Kang-Young, Lee 155
Kaye, Lewis 156
Kelleher, Tom 157
Kennelly-Bentrim, Angela 158
Kim, Stephen J. 159
Kim, Yungwook 160
Kinahan, Anne-Marie 161
Kinnard, Shannon 162
Lafayett-Fisher, Andrea 163
Laitman, Cynthia 164
Lake, Diane 165
Lan, Hung-yu 166
Latta, Marcia 167
Lau, Pamela 168
Lawrence, Sherwood 169
Layton, Roger 170
Lee, Kang-Young 171
Lee, Melissa 172
Lin, Chih-Lung 173
Lin, Shin-Jeng 174
Lin, Shucheng 175
Lin, Wei-Ting 176
Linn, Linda 177
Liu, Ta-Chun 178
Lyon, Lisa 179
Mackler, Adam 180
Manwell, Robert 181
Martin, Aaron 182
Maxwell, Kimberly A. 183
Menon, Vinod 184
Mercer, Gloria 185
Meyer, Matt 186
Michalski, Vikki 187
Michelsen, Bruce 188
Middelton, Michael 189
Miller, Henry 190
Min, He 191
Momose, Hisako 192
Morgan, Kem 193
Moss, Anne Marie 194
Mott, Colleen 195
Mountain, Joe 196
Muiruri, Fr. Peter 197
Nichols, Lisa 198
Nisbet, Elizabeth 199
Nole, Joelle 200
Nystrom, Laura 201
Nystrom, Scott 202
Off, Shirley 203
Ognianova, Ekaterina 204
Onimura, Shigehito 205
Oyamada, Yoko 206
Ozgun, Burcu 207
Park, Dae-Chun 208
Park, David W. 209
Parmegiani, Marcus 210
Patnode, Randall 211
Patterson, Jeffrey 212
Pecoud, Gaelle 213
Penteado, Roberto 214
Peterson, Susan 215
Pione, Carolyn 216
Pollard, Nicole 217
Preston, Heather 218
Rallos, Renee 219
Randolph, Gary 220
Rathet, Brooks 221
Rauch, Kerry 222

Richissin, Todd 223
Risebrough, Carol 224
Roeder, Lee Ann 225
Roeder, Michael 226
Rohrer, Mary 227
Ron, Shlomo 228
Rowland, Ruth 229
Rozeboom, Cindy 230
Sahin, Abdullah 231
Samudovsky, Kathleen 232
Sanders, Christine 233
Sartorius, Ute 234
Scarbeck, John 235
Schindel, Leah 236
Schlienz, Paul 237
Schmitt, Charmaine 238
Schubert, Laura 239
Smith, Larry 240
Smith, Travis 241
Sodic, Korinna 242
Speyrer, Mary 243
Stanger, Jeffrey D. 244
Stohler, Jacob 245
Sudhoff, Douglas 246
Sukuntee, Saowapa 247
Suzuki, Chiho 248
Swain, Michael 249
Tait, David 250
Tajima, Masami 251
Tancil, Jeffrey L. 252
Threatt, Robin 253
Thurwanger, Michael 254
Timbario, Dawn 255
Toronto, Elaine 256
Tosolini, Andre 257
Trost, Tana 258
True, Robert 259
Valdivesco, Javier 260
Van Tonder, Analize 261
Vansickler, Michael 262
Viegas, Garth 263
Voisin, Jocelyne 264
Waldman, Paul 265
Wang, Kuei-Fen 266
Whitehead, Daniel 267
Wilson, Dermot 268
Wilson, Leigh Ann 269
Wolf, Heidi 270
Wood, Scott 271
Wubbel, Angela 272
Zandberg, Izabella 273
Zhang, Yi 274
Zodrow, Anthony 275

Institution Index

Ball State University 58, 114, 154, 198, 220, 225, 226, 235, 238, 249, 254, 267

Baylor 142

Bowling Green 35

Brigham Young University 55, 86, 170, 188, 189, 261

California State- Northridge 144, 145

Carleton University 52, 65, 108, 111, 123, 156, 161, 203, 210, 222, 224, 250, 264

Colorado State University 109, 168, 185, 242

Cornell University 87, 117, 151, 158, 248

Duquesne University 49, 122

Drake University 67

East Texas State University 75, 175

Indiana University 96, 140, 204

Iowa State University 53, 78, 112, 120, 130, 133, 134, 153, 178, 213

Kansas State University 6, 212, 258, 266, 269

Louisiana State University 77, 98, 216

Marquette University 54, 90, 197, 231, 263

Michigan State University 215

Middle Tennessee State 241

Norfolk State University 152, 217

Ohio State University 141, 184

Ohio University 22, 37, 47, 62, 69, 81, 89, 113, 131, 138, 186, 187, 191, 201, 202, 208, 218, 223, 234, 255, 274

Oklahoma State University 13, 148, 273, 275

Point Park College 232

Purdue 134

St. Louis University 74

Southern Illinois University 17, 30, 155, 171, 227

Syracuse 66

Texas Tech University 132

University of Colorado 137, 143

University of Florida 10, 11, 14, 16, 21, 23, 24, 25, 29, 32, 45, 50, 56, 57, 64, 71, 72, 73, 76, 79, 80, 83, 84, 88, 92, 95, 97, 100, 101, 103, 106, 115, 116, 124, 126, 128, 129, 135, 136, 147, 157, 160, 162, 166, 169, 173, 174, 176, 193, 207, 211, 214, 221, 228, 236, 247, 257, 259, 262, 271, 272

University of Illinois 4, 7, 31, 41, 42

University of Kansas 246

University of Maryland 27, 40

University of Memphis 93, 102, 139

University of Nebraska 233

University of North Carolina 18, 245

University of Oklahoma 48, 127, 196

University of Oregon 60, 70, 99, 163, 167, 190, 229

University of Pennsylvania 46, 51, 63, 94, 105, 107, 110, 121, 159, 180, 183, 199, 209, 244, 252, 265

University of South Carolina 91, 150

University of Southwestern Louisiana 182, 243

University of Tennessee 3, 26, 28, 125, 179, 219, 240

University of Texas 12, 20, 36, 61, 165, 194, 205

University of Utah 1, 5, 8, 9, 19, 33, 38, 44, 118, 119, 177, 256

University of Washington 15, 192, 200, 239

University of Windsor 68, 195, 230, 260, 268

University of Wisconsin 2, 39, 43, 59, 85, 104, 146, 149, 164, 172, 181, 206, 251, 253, 270

West Virginia 82

Washington State University 237

Subject Index

The numbers cited in the index are the abstract numbers. Some index terms appear without numbers. These listings indicate that the terms were used in previous indexes. See subject indexes for volumes 27-33 (1989-1995). In addition, subject index terms also index listings in the *Other Dissertations* section. Abstract numbers greater than 275 can be found in the *Other Dissertations* section.

A

Abortion
Abuse
Academics 97, 170, 292, 308, 388, 394, 396
Access to information 135, 144, 222, 241, 245, 381
Access to media 63
Accreditation
Acculturation 75, 82, 84, 118, 155, 171
Accuracy 207
Adolescents 94, 229, 248, 363, 380, see also Youth and Media
Adolescents and media 126, 414
Adventure training 158
Advertising 14, 18, 40, 46, 47, 50, 86, 124, 132, 148, 178, 83, 208, 228, 234, 260, 274, 276, 344, 356
Advertising agencies 100
Advertising directors
Advertising management
Advertising research 23, 30, 59, 100, 106, 111, 169, 231, 281, 286, 288, 305, 338, 347, 356, 373, 377, 386, 417, 419, 424
Advocacy 63
Advocacy advertising 47
Advocacy reporting, see Reporting
Adwatch 14
AEJMC
Aesthetic perception
Affective relations model
Affirmative action
Afghanistanism
Africa 341
Age 93, 3338
Agenda-setting 28, 57, 96, 142, 213, 223, 226, 341
Aggression
Agricultural communication 39, 78, 303, 385
Agricultural news
Agriculture 2, 385
AIDS 165, 248
Airline magazines
Algeria
Alienation
Alternative media 52, 180
Alternative press 216, 302
Alumni 242
American Indians, see also native Americans
Amish
Anger 146
Animal rights 272
Annual reports
Anxiety
Appropriation 68
Arab press 60, 278, see also Middle east
Art/Art news 83, 147, 183, 382, 401
Ascertainment
Asia
ASNE
Associated Press 28, 219, see also Press associations
Athletes 99, 173
Attitudes 2, 26, 30, 46, 48, 65, 83, 86, 88, 94, 96, 97, 106, 120, 185, 227, 231, 232, 242, 269, 270, 271, 386
Attribution
Audience/Audience analysis 23, 30, 34, 55, 56, 95, 104, 134, 171, 174, 194, 206, 229, 240, 275, 244, 285, 339, 368, 420
Audience research 78 see also Survey Research; specific media, i.e., Television audience
Audio-visual communication
Australia

B

Baby Jessica
Banking
Behavior 17, 33, 51, 90, 96, 124, 150, 165, 179, 182
Behavioral research
Bangladesh 2
Beliefs 165
Benefit
Bias 60, 79, 114, 133, 167, 207, 344 see Editorial bias
Bibliography
Biography
Black press 79, 400
Blacks 19, 105, 217
Books 279
Bosnia 186
Branch Dividians
Brand image 50, 106
Brand name 86, 88, 99, 124, 228, 348, 414
Brazil 39, 214
Britains
Broadcast 37, 210
Broadcast history see Historical analysis
Broadcast management
Broadcast news 70, see Radio news; Television news
Broadcast regulation, see Telecommunications regulation
Broadcasting 21, 56, 1092, 118, 268
Broadcasting policy
Brochures
Bulgaria 204
Bush, George
Business 74, 200, 237, 257
Business and economics 169
Business communication 28, 107, 145, 235

C

Caribvision
Cable/cable television 16, 88. 101, 133, 203, 300
Cameras

Cameras in courtroom 127
Campaigns 59, see also Political campaigns
Canada 68, 203, 222, 224, 401
Career
Cartoons 146, see also Content analysis (Cartoons)
Case study 1, 36, 59, 98, 111, 144, 217, 234, 236, 258, 260, 317
Castro, Fidel
CBN 266
CBS 333
CD-Rom 76
Celebrities
Cellular phones 10
Censorship 37, 144, 161, 209, 245
Channel one
Charity
Chicago Tribune
Children
Children and media 12, 55, 146, see also Media and youth; Communication and youth
China 102, 119, 140, 274, 358, 422
Chinese
Clinton, Bill see also Presidential coverage
Clinton, Hillary 312
Circulation/distribution 187, 202
Citation analysis
Civil rights 400
Civil War 29, 138, see also War
Clear Channel Broadcast Service (CCBS)
CNN (Cable News Network) 334
Codes 33
Cognition 30
Cognitive processes 338
College 84, 396, see also, University
College athletics
Colonial press
Color 172
Columbia
Columns 125
Comedy 55
Comic books 209
Comics
Commercials 124, 348, see Radio advertising; Television advertising; advertising
Communications 16, 105
Communication channels
Communication effects see also, Media effects
Communism and mass media
Community 1, 24, 56, 83, 98, 108
Community journalism 45, 187, 194, 212, 374
Compact disc (CD)
Comparative media 17, 34, 102, 133, 148, 176, 184, 192, 201, 255, 359
Competing media 288, see also, Comparative media
Composition 196
Comprehension
Computer Assisted Content Analysis 28
Computers 46, 71, 73, 76, 80, 95, 108, 174, 188, 201, 255, 359
Conflict 2, 27, 44, 60, 237, 258, 332, 350, 392
Consumer satisfaction 106
Consumers 179
Content
Content analysis 28, 80, 187, 189, 273
Content analysis (advertising) 47
Content analysis (books)
Content analysis (editorials) 38, 60
Content analysis (film) 343
Content analysis (magazines) 38, 48, 58, 62, 81, 93, 113, 176, 208, 215
Content analysis (music)
Content analysis (newspapers) 12, 20, 22, 36, 48, 60, 81, 114, 131, 139, 140, 141, 142, 145, 167, 175, 181, 184, 186, 190, 192, 201, 213, 223, 235
Content analysis (photographs) 167
Content analysis (radio)
Content analysis (television) 7, 25, 70
Content analysis (video)
Context analysis 336
Continuing education
Controversy 59, 68, 145
Coorientation 153, 310
Coorientation research 2
Copyright 129
Corporate communicatons 83, 112, 116, 147, 158, 166, 257, 333, see also, Organization communications
Country Music TV 3
Courts 127, 149, 159, see Trials
Covers (Music)
Crain, Stephen 259
Credibility 14, 27, 90, 286, see also Source credibility
Crime/crime news 12, 15, 64, 98, 161, 190, 241, 269, 306, 343, 387, 410
Crime reporting
The Crisis (magazine)
Crises 98, 315
Crisis management 151, 315
Crisis reporting 310, 350
Criticism
Cross-cultural research 50, 120, 298
Cuba
Cultivation 34, 126, 134, 206
Cultural imperialism
Cultural studies 4, 5, 17, 31, 41, 45, 52, 68, 74, 107, 112, 121, 155, 163, 178, 180, 183, 197, 224, 256, 271, 274, 298, 306, 329, 367, 401
Curriculum 6
Cybertheory 123

D

Danson, Ted
Database
Decision-making 27, 110, 150, 177, 179, 226
Defamation
Delphi technique
Demographics
Deregulation 56, 389, see Regulation
Descriptive analysis
Desegregation
Desert Storm 246
Design 51, 71, 80, 279
Development communication 2, 4, 21, 39, 42, 43, 45, 101, 102, 162, 163, 176, 197, 204, 207, 224, 282, 283, 304, 306, 317, 374
Deviance
Diffusion research 39, 43, 116
Digitizing
Direct mail advertising
Disabled
Disaster/disaster news 128, 190, 383, 410
Discrimination 143
Distance learning 152, 359
Diversity

Documentaries 117
Drama 284, 362
Dress see Clothing
Drinking 115
Drugs 173, 340, 380
Drunken driving
Duopoly 10, 210

E

Economics 156, 184, 210, 232, 245, 275, 326, 354
Ecuador
Editorial bias see also Editorial policy
Editorial content
Editorial policy see also Editorial bias
Editorials 38, 58, 60, 93, 125, 131, 145, 191, 278, 299, 363, 400, 407, see Content analysis (editorials)
Editorialization
Editors 35, 36, 144, see also ownership
Education 6, 11, 13, 85, 90, 97, 146, 151, 152, 165, 195, 198, 248, 291, 327, 330
Education television , see also Instructional television
Effects
Egypt
El Salvador
Elderly
Elections 245, 258, 406, see Political campaigns
Electronic imaging 227
Electronic mail
Elite press
Emotions 106
Employees 2336
Employment see also, Occupations
Encryption
Entertainment 77, 343
Environment 17, 47, 114, 146, 185, 213, 275, 369
Environment news 78, 181, 295
Environmental issues 28, 58, 153, 177, 182, 213
Equal Time 403
Ethics 7, 9, 15, 38, 55, 67, 99, 122, 227, 257, 272, 299, 402
Ethnic press 75, 84, 119, 280, 302, 309
Ethnographic research 6, 20, 36, 61, 168, 264
Europe 273
Existentialism
Experimental research
Exposure/exposure models 84. 134. 155

F

Fair trial see also Court trial; Televised trials
Family communication 105, 199, 332, 360
Farm news see also Agricultural news
Farming
Fanning, Kay
Fashion 294
Fear 265
Features
Federal Communications Commission 1, 56
Feedback
Feminists see Women and media content
Feminist theory
Feminism 12, 40, 49, 61, 122, 123. 150, 203, 264, 342, 387
Fiction 264, 290, 296
Films 77, 117, 121, 282, 283, 284, 285, 290, 322, 343, 355, 365, 371, 379, 387, 391, 399, 405, 412, 413, 414, see also, Motion pictures
Financial
Finance
Fine arts 161
First Amendment 11, 13, 33, 64, 103, 221, 241, 307, 337
Florida
FM
Foreign news 57, 89 see also, International news flow
Foreign policy 346
Foreign press
FOX
Framing 1, 12, 20, 28, 70, 141, 200, 219
France 347, 412
Franklin, Benjamin
Free speech 26, 32, 33, 161, 289
Freedom
Freedom of Information (FOI) 135
Front page 238
Fundraising 147, 242
Future newspapers

G

Gatekeeper 57
Gays/Lesbians see also Homosexuals
Gender 12, 46, 48, 51, 70, 150, 187, 199, 200, 243, 305, 366, 405, 413
Generation X 81
Georgia 29
Germany 118, 332, 329, 395, 397
Glasnost
Global Mobile Satellite System 156
Global views 126
Government 37, 110, 153, 327
Government and media 91, 177, 186, 221, 225, 245, 317, 353, 408 see also Media and government
Graphics 172, 202, 220, 238, see also Layout and Design, Design
Gratifications
Great Britain 356, 412, see also England
Greece 57, 261
Grenada
Group communication
Group ownership see Media ownership

H

Handicapped
Hate speech 307, 313
Hazelwood
HDTV
Headlines
Health
Health communication 85, 96, 104, 164, 165, 199, 209, 215, 219, 252, 253, see also Medical, Medical news; Science news
Hegemony theory 12
Heuristic
High school media 6, 349, see also Student media
Higher education 170, 341, see also Colleges, Universities
Hispanics 134, 256
History 69

Historical analysis 9, 37, 75, 107, 176, 200, 273, 287, 324, 336, 342, 372, 379, 397, 422, 423
Historical analysis (advertising) 347, 356
Historical analysis (bibliography) 318, 331, 376
Historical analysis (books) 358
Historical analysis (broadcasting) 102, 118, see also Historical analysis (radio) and (television)
Historical analysis (computers)
Historical analysis (ethics) 8
Historical analysis (film) 42, 322, 323, 355, 365, 366, 379, 413
Historical analysis (law) 267
Historical analysis (magazine) 5, 40, 52, 325, 360, 361, 393
Historical analysis (music) 19
Historical analysis (new technology)
Historical analysis (newspaper) 29, 35, 69, 293, 336, 339, 400, 421, 422
Historical analysis (photography) 5, 138, 325, 382
Historical analysis (public broadcasting)
Historical analysis (radio) 91, 418
Historical analysis (television) 3, 4, 217, 368
Holocaust 421
Hollywood 42, 308, 342, 355, 412
Home page 80, see also Internet
Homosexuals see also Gays/Lesbians
Homosexuality
Hong Kong
House organs 104, 112
Humor 288, see also Comedy
Hungary
Hussien, Saddam
Hutchins Commission 13, 103
Hypercard
Hypermedia 76
Hypertext

I

Identity 15, 118, 166, 391, 401
Ideology
Image research 5, 14, 20, 31, 46, 88, 98, 155, 166, 168, 192, 198, 263, 340, 345, 380, 398, 422
Immigrants 119, 378, see also Refugees
Impact 16, 44, 74, 100, 130, 137, 154, 155, 171, 173, 261, 286, 414, 415
India 413
Indonesia
Influence 14, 26, 47, 57, 58, 87, 89, 90, 116, 142, 179, 195, 221, 226, 227, 244, 321, 343, 348, 349, 363, 404
Infographcis 212
Infomercials
Information campaigns see Public information campaigns
Information processing
Information recall see also Knowledge level
Information seeking 335
Information visualization
Integration 132
Integrity
Interactivity 51, 71
Interest groups see Pressure groups
International 4, 22, 58, 84, 89, 91, 102, 130, 133, 138, 155, 175, 184, 186, 191, 192, 210, 239, 257, 260, 274, 415
International communication 16, 273, 390
International news 207
International news flow
Internet 80, 108, 110, 113, 114, 193, 192, 233, 239
Interpersonal communication 1
Interviewing 268
Investigative journalism 66, see also, Reporting
Iran-Contra affair 89
Iraq
Ireland
Irish
Israel
Issues management 59
Italy 210

J

Jackson, Jesse Louis
Jamaica
Japan 192, 248
Jews 421, see also, Religious groups
Job satisfaction 160, 247
Joint newspaper operating agreements see also, Newspaper Preservation Act
Journalism 65, 192, 250
Journalism education 6, 8, 120, 151, 388
Journalists 9, 118
Journals see also, Magazines
Junior Scholastic
Justices

K

Kansas
King, Rodney 190, 350
Knowledge 2, 113, 120, 185
Knowledge level see also, Information recall
Korea 82, 160
Kuwait see also Persian Gulf War

L

Labor/labor issues 200, 235, 237, 297, 399
Language 84, 109, 176
Latin America
Latvia
Law 11, 32, 122, 149, 241, 267, 269
Lawyers
Layout and Design 172, 238, see also Design, Graphis
Leads
Learning/learning theory 85, 157
Lebanon 282
Legal research 68, 70, 122, 127, 137, 159, 189
Legislature 153, 245
LEXIS/NEXIS 12
Letters to the Editor 38, 145, 200
Libel
Liberal arts
Limbaugh, Rush 403
Linguistic analysis
Liquor 124, see also Drunk driving
Listening
Literacy 55
Literary journalism 259, 316, see also, Literary themes
Literature 164, 358
Local news 330, 389
Localization 181, 225

Logo see also Brand names
Los Angeles Times 79
Lyrics see also Music

M

Magazine publishing
Magazines 5, 57, 86, 90, 148, 218, 229, 232, 234, 273, 286, 299, 304, see also Content analysis (magazines)
Malaysia 43, 277
Management 63, 65
Management style
Manipulation
Marketing 10, 25, 40, 111, 132, 208, 228, 275
Marketing research 334
Mass media 3, 74
McCarthy
Meaning see also cognition
Media
Media and access
Media and culture see also, Cultural studies
Media and government see also Government and media
Media and society 21
Media and youth see also Media and children
Media bias
Media criticism
Media effects 17, 26, 56, 94, 165
Media management
Media ownership see Ownership
Media pools
Media regulation, see also Broadcast regulation, Regulation
Media roles
Media systems
Media structure
Media training see also Training
Media use 17, 24, 34, 533, 84, 95, 239, 240
Medical 41, 70, 74, see also Heath Communication
Memory 18, 386
Message design 231, 263, 286
Methodology
Mexico 78, 211
Middle East 60, 315, see also Individual country name
Military 128, 136, 144, 151, 246, 254
Military law
Minorities 22, 130, 134, 143, 194, 217, 256
Models of communication
Monopolies
Moral Majority 142
Morality 402
Morman
Morris, Willie
Motion Picture 308, see Film
Motivation 51
MS. magazine
MTV
Muckraking 38. 298, 316
Multiculturalism 6
Multimedia
Music 3, 19, 24, 31, 129, 130, 176, 180, 218, 271, 276, 348, 352
Music videos
MUZAK
Myths 31

N

NAFTA
National development
National security
National Technical Information Service
Native Americans 143, 365
Nazification
Nebraska
Nebraska students
Netherlands
Network news
Networks 3, 88, 203, 333
New Straits Times
Newfoundland
New technology 4, 16, 23, 24, 32, 45, 46, 53, 71, 73, 80, 92, 95, 103, 108, 110, 129, 135, 136, 152, 156, 157, 195, 220, 222, 255, 260
New World Information Order 273
New York
New York Times
New York World Telegram
New Zealand
News 15,54, 64, 76, 233, 249, 266
News anchors, see also Newscasters
News bias
News coverage see Press coverage
News diffusion, see Diffusion research
News directors
News exposure
News makers
News management system
News marketing
News personalities
News producers
News selection 54
News services see also Press associations
News sources 28, 187
News values 65, 149
Newscasters 70, 196, 217
Newsletters 104, 270, 381
Newsmagazines 215
Newspaper advertising 47, see Advertising, Advertising Research
Newspaper content see Content analysis (Newspapers)
Newspaper design
Newspaper excellence
Newspaper failure
Newspaper graphics
Newspaper management
Newspaper operations
Newspaper promotion 202
Newspapers 1, 23, 29, 35, 44, 69, 82, 103, 136, 218, 273
Newsroom
Newsweek
Nicaragua 89
Nickelodeon (television)
Nigeria 378
Nike 99
Nixon, Richard M.
Noelle-Neumann, Elisabeth
Noland, Charles Fenton Mercer
Nonaligned News Agencies Pool
Non-commercial radio
Non-profits
Nonverbal communication
Noriega, Manuel Antonio
North Carolina 380
North Coast Times Eagle (Wheeler, OR)
Norway
Novels 264
NPR, National Public Radio
Nuclear issues 59

O

Oakley, Annie
Objectivity
Obscenity
Observational research
Occupations 93
Oil crisis
Oklahoma
Olson, Sigurd F.
Omaha World Herald (NE)
Ombudsman
On-line 23, 76, 95, 136, 152, 162, 170, 174, 201, 220
Online databases
OPEC, see Organization of the Petroleum Exporting Countries
Open meetings law 381, see Access to information
Open records
Opinion leaders
Opinions 22, 351, 390, see Attitudes; Public opinion
Oral communication, see Speech
Oral history (specimen)
Orange County, NC
Oregon trail
Organizational communication 27, 43, 44, 76, 110, 158, 236, 388, see also, Corporate advertising; Corporate communications
Organization of the Petroleum Exporting Countries
Orientation
Ownership 133, 335
Oxford Eagle (MS)

P

Packwood, Bob 167
Pagination
Pakistan
Panama
Participatory communication 117
Para-social relationships
Pasadena Star-News (CA)
The Paxton Record (IL)
Palmer, Clyde
Panel study
Pay television
Payola
Peale, Norman Vincent
Pedagogy 230
Peer influence
Peer review
Peirce, Charles Sanders
Pellissippi State Technical Community College
Penny newspaper
Pentagon
People for Ethical Treatment of Animals (PETA)
People's Daily Graphic (Ghana)
The People's Court (television)
The People's Daily (China)
People's Republic of China, see China
Perception 2, 26, 34, 65, 97, 137, 157, 185, 206, 207, 247, 251, 272, 310, 320, 325, 345, 381
Perot, Ross
Persian Gulf War 125, 141, 144, 223, 246, 408
Personal communication see Interpersonal communication
Personal computer, see Computers; Technology
Personnel practices
Persuasion 14, 18, 30
Peru
Peters, Mike (cartoonist)
Philippines 199
Philosophical schools
Photographers
Photographs 93, 252, 299, 351
Photography 5, 61, 138, 185, 382
Photojournalism 20, 167, 227
Physician-patient communication
Pictoral communication
Pierce, Charles Sanders
Pinchot, Gifford
Piracy
Pittsburg Post Gazette (PA)
Play theory
Poetry 375
Poland
Policymaking 2, 16, 28, 63, 153, 354
Political action committees (PACs) 245
Political advertising 14, 265, 344, 424
Political campaigns 262
Political communication 28, 62, 72, 133, 224, 226, 271, 351, see also, Political campaigns; Presidential coverage
Political endorsements
Political history 319
Political news see Political communication
Political parties
Political socialization 378
Pollock, Jackson
Politics 161, 233, 245
Polls/polling 7
Popular culture 52, 77, 332
Population migration
Population research
Pornography 161
Portrayal 134, 148, 167, 341, 365
Post office, see Postal system, Direct mail advertising
Postal system
Posters
Poverty
Power 27
Pravda
Presidential appointees
Presidential coverage 312, 424, see also,Political advertising; Political communication; Political campaigns
Presidential campaigns 7, 62, 233, 265, 424
Presidents
Presley, Elvis Aaron 31
Press association 57, see also News service
Press control see Freedom of the press
Press coverage 67, 79, 96, 128, 133, 140, 142, 175, 181, 184, 190, 325, 345, 383
Press criticism, see Media criticism
Press freedom 13, see Freedom of the press
Press organizations
Press pools
Press releases see Publicity releases
Press/military history 125
Press/military relations 125, 144
Pressmen's Home (TN)
Pressure groups 67
Prestige press 60, see Elite news media
Prime time
Print/printing 37, 46
Prior restraint see First Amendment
Privacy 122, 135, 269, 375

Privatization
Private Property
Privilege, see Confidential sources
Problem solving see Decision-making
Problematic Situational Model
Production 117, 357
Productivity
Professional advertising 357
Professionalism 2, 65, 160
Programlength commercials see also Advertising
Programming 261
The Progressive
Progressive Era (U.S.)
Propaganda 37, 91, 356, 397
Property, see Private property
Protocol analysis
Proximity
Pseudo events
Psychographics
Psychological warfare
The PTL Club (television)
Public access television, see Cable television
Public affairs 66, 128, 151, 254, see Military, Public relations
Public affairs reporting, see Reporting
Public broadcasting
Public figures
Public information campaigns 153
Public interest
Public opinion 1, 66, 87, 181, 224, 346, 353
Public policy
Public radio
Public records 135
Public relations 27, 47, 65, 66, 74, 89, 98, 147, 150, 154, 160, 166, 182, 189, 198, 214, 218, 225, 242, 243, 258, 272, 311, 364
Public relations counseling charges
Public relations education 310, 320
Public relations models
Public relations practitioners 65, 116, 150, 160
Public schools see also Education
Public service announcements 30, 115, 173
Public speaking see also, Rhetorical analysis
Public television 327, see Public broadcasting. See also, Instructional media
Publication design
Publications
Publicity releases 218
Publishers
Publishing/publishing industry 170, 264, see also Book publishing
Puerto Rico
Purchasing 106

Q

Q-sort research 198
Qualitative research 126, 142

R

Race 19, 79, 85, 105, 159, see Gender
Racism 159, 189, 205, 350
Radical publications, see Alternative press
Radio 56
Radio advertising
Radio audience 352, see Audience analysis
Radio Canada International
Radio employment
Radio Free Europe 91
Radio equipment
Radio formats
Radio history 352, 418, see Historical analysis (radio)
Radio international 91
Radio Liberty 91
Radio management see Broadcast management
Radio Marti
Radio news 250, see also, Television news
Radio programming 130, 276
Rafu Shimpo (Japanese-American)
Rand Daily Mail (South Africa)
Rape 64, 387
Ratings
Readability 48, 113, 160, 188, 202
Reader's Digest
Readership 139, 172, 200, 212, 216, 249, 339
Reading 52
Reagan, Ronald
Reality 206
Recall 76, 109, 220, 249, see Information recall
Receptivity
Record industry 129, see also Music
Recruiting
Red Cross
Red-Lander (TX)
Referenda 404
Refugees, see also, Immigrants
Register-Guard (Eugene, OR)
Regulation 16, 32, 92, 101, 103, see also Deregulation, Telecommunications
Regulation of cable see also, Broadcast regulation
Reinforcement
Religion 34, 49, 107, 117, 142, 197, 301, 321, 421
Religion news
Religious broadcasting
Religious groups 49, 421
Religious news 301
Religious press 284, 321
Religious editors;writers
Reminder News (MI)
Remote control
Repetition 263
Reporters see Journalists
Reporting 255, 269
Research dissemination 311, see Scholarly publishing
Research funding
Research methods
Response rates
Retail advertising
Retention 220
Reviews
Revolution
Rhetorical analysis 278, 315, 403, 409, see also, Content analysis (Rhetoric)
Rhodesia
Richardson, James
Right-To-Know 241
Riots 190
Risk/risk assessment 28, 137, 182
Rituals
Rokeach, Milton
Role behavior 143, 396
Role perception 214, 243, 378, see also, Self-perception
Role-taking

Romance
Romance novels see Fiction
Romania
Roosevelt, Theodore
Russia see Soviet Union

S

Salisbury, Michael
Sampling
Sanger, Margaret
Santa Clara County (CA)
Satellite communication
Satellite news gathering
Satisfaction 240
Saudi Arabia see also, Arab press; Arabs; Middle East news
Scandinavia
Schema Theory Based
Scent strips 86
Scholarly publishing
Scholastic press see High school media
Science 5, 113, 215, 275
Science journalists see also, Journalists
Science news 48, 109, see also, Health communication; Medical news; Technical news
Science writers see Science journalists
Scientific inquiry
Scripts
Seattle Times
Selective Exposure
Self-perception see also, Role perception
Semantic differential
Semantics
Semiological analysis
Semiotics
Senegal
Senior citizens, see Elderly
Sensation-seeking theory
Sensationalism 35
Sense-making approach
The Seven Hundred (700) Club
Sex 12, 34, 41, 288, 3633
Sex roles see also, Gender orientation
Sheldon, Charles
Shopping see Consumer behavior
Shortwave broadcasting
Sidle Commission
Siebert, Fredrick Seaton
Sierra (Magazine)
Simonton, James W.
Simpson, O.J. 79
Singapore
Sit-coms 55
Situational theory
Slavery 69
Slovak newspapers
Small group communication
Smasher's Mail (newspaper)
Smedley, Agnes
Smith, Ian (Rhodesia)
Smoking 30
Snow, Edgar
Soap operas
Social behavior see also, Social communication; Socialization
Social communication 229
Social movement 142, 266
Social responsibility 103, see Ethics
Socialist press, see Alternative press
Socialization 21, 24, 28, 105, 130, 397, see also, Political socialization; Uses and gratifications
Sound
Source credibility 14, 90, 254
Sources 68, 90, see also, Confidential sources
South Africa 364
South Carolina
South Korea 17
Southern newspapers
Soviet Union 163, 317, 399, 419
Spafford, Gayle S.
Spain
Spanish-American War
Spanish Civil War
Spanish-language media
The Spartanburg Journal (SC)
Spectrum, see Broadcast spectrum
Speech
Speech education
Spiral of silence hypothesis
Sponsorship 99
Sports 173, 244, see also Athletes
Sports, collegiate, see Collegiate athletics
Sports, high school, see High school athletics
Sports Illustrated
Sports journalists 369, see also Journalists
Sports news 369
Sports writers 369, see Sports journalists
Sir Lanka
Stalin, Joseph
State government, see also, Legislatures
State of Union address
Status conferral 81
Stauffer, Oscar
Stereotypes see also, specific groups
Stevenson, Adlai E.
Stone, I.F. 66
Stone, Lucy
Stopping behavior theory
Storytelling 250, 324
Student press see also High school press
Students 84, 239
Style manuals
Subscription see also circulation
Suburban newspaper, see Community journalism
Sudan
Sulphur Springs News Telegram
Summit
Sunday magazines
Sunshine laws see Access to information
Supreme Court 87, 159
Surlin, Stuart H.
Surveillance 84
Survey research see also, Audience research
Swaziland
Sweden
Symbolic communication
Symmetrical communication

T

Tabloids
Taiwan 4, 83, 84, 101, 131, 133, 141, 166, 178, 191, 288, 344, 391
Talk radio
Talk shows 94, 262
Tanganyika
Tanzania
Taylor, Ruth Ashton
Teaching see also Journalism education

Technical news
Technical writing
Technological innovation see New technology
Technology 123
Teen magazines 52, 229
Telecommunications 32, 63, 92, 95, 317, 326, 354, 394
Telecommunications regulation
Teleconferencing
Telegraph 211
Telemarketing 263
Telephone
Teletext
Teletypesetting
Televangelism
Televised events
Televised trials 127, see also, Court trials; Fair trial
Television 94, 101, 274
Television advertising 18, 25, 231, 265, 356
Television audience 34, see Audience research
Television commercials see Television advertising
Television criticism 300, see Media criticism
Television effects 126, see Media effects; Adolescents and media; Children and television
Television employment
Television entertainment
Television history see Broadcast history
Television Index
Television industry
Television management 300, see Broadcast management
Television news 54, 133, 389
Television portrayals 134, 345, 363, see also, Stereotypes
Television production 3
Television program distribution 327
Television programming 55, 171, 196, 203, 362
Television programs
Television ratings, see Broadcast ratings
Television Receive Only Satellite System (TVRO)
Television (Spain)
Television stations
Television stations, low power
Television viewing 171, 244, see Viewing process
Television violence, see Violence
Terrorism
Texas
Textual analysis 13, 20, 68, 194, 205, 219, 264, 268, 407
Thailand 247
Theater 230
Thematic analysis 37, 125, 184, 403
Third Coast (magazine)
Third World Press
Thomas, Helen
Thompson, William
Thomson, Roy
The Tidings (Los Angeles, CA)
The Times (London)
Tiananmen 140
TIME
Timeliness 100
Times Review (La Crosse, WI)
Tokyo Rose
Total Quality Management (TQM)
Tourism 80, 98, 261, 364
Trade Associations
Trademarks
Training 195, see also Media training
Transborder Data Flow
Transnational data flow
Trials 79, 137, 267, see Court trials; Fair trials; Televised trials
Truman, Harry S.
Truth 20, 55, 268, 292
Turkey
Turner, Ted 334
Typographical errors
Typography see Graphics

U

Uganda
Underground 180
Understanding 109, 146, 295, 371, see Comprehension
Underwood, Agnes
UNESCO, see United Nations Education Scientific Cultural Organization
Union of Soviet Socialist Republics, see Soviet Union
United Church of Christ
United Nations
United Press International
United States Navy
El Universal (Mexico)
University 115, 130, 261, see also, College, Higher education
University admissions
University Daily Kansan
University presses
Unto These Hills (drama)
USA Today
Uses and gratifications 53, 82, 84, 90, 95, 112, 174, see also, Socialization; Political socialization
US News and World Report
USSR see Soviet Union
Utah State University
Utica Saturday Globe

V

Values
Vancouver
Vanity Fair (magazine)
Venezuela
Verbal 165
Verbal protocol
Victim advocacy 15
Vidal, Gore
Video 42, 54, 64, 268, 365
Video Cassette Recorders (VCR) 53
Video games 228
Video News Release (VNR) 25
Video production
Video telephony 32
Videotext 193
Vietnam/Vietnam War 66, 75, 325, 345, 398, 408
Vietnamese
Viewing Patterns 121, 206, 251, see Audience analysis
Violence
Virgil Thomason
Virtual reality
Visual communication 5, 77, 183, 185, 234, see also, Audio-visual communication
Visuals 46, 212
Voice of America (VOA)
Vote Process
Voting behavior 72, 262, 406

W

Waco
Wales
Wall Street Journal
Wallace, George Corley
War correspondent 259
War/war news 37, 89, 138, 186, 211, 223, 329, 384, 397, 408
The Washington Post 409
Washington reporters see also, Journalists
Watchdog function 14, see Surveillance
Watt, James G.
WBAP-TV (Fort Worth, TX)
WDIA (Memphis)
Weather news
Wednesday's Child (television)
Weekly newspapers, see Community journalism
Weimar, Rae O.
Welfare services
West Africa
West African Pilot
West Germany
West Java
Westmoreland, William C.
White House 62, 219
White press
WHRC-FM (Port Henry, NY)
Wilkinson v. Jones
Wilson, Woodrow (1856-1924)
Winnepeg Free Press
Wire services see News services
WJBK-TV (Detroit, MI)
WLBT-TV (Jackson, MS)
WO7BN-TV
Woodward, Bob
Women 49
Women and media content 4, 312, see also Stereotypes
Women in media 52, 93, 96, 161, 168, 178, 200, 203, 229, 243, 280, 299, 314, 318, 342, 366, 404, 420, 423
Women's magazines see Magazine
Women's movement
Women's sports
Word processing see Writing skills
Workplace
World Bank
World politics
World Press Review
World War see European War
World War II 356
World Wide Web 73, 80, 95, 157, 162, 220, 222, 233
WQED-TV (Pittsburg)
WQEX-TV (Pittsburg)
Wright, Harold Bell
Writing skills 97
Writing style 48, see also, Literary themes

X

Xinhua News Agency

Y

Yearbooks
Yellow journalism
York, PA (newspapers)
Young, Stark
Youth and media 139, 173, 205, 269, 323
Yugoslavia

Z

Zambia
Zapping, see Audience research
Zimbabua
Zipping
ZNS Radio (Bahama Is.)
Zuckerman, Marvin